

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2006

Top 10 Advertised Drug Classes January-February 2006

| | |
|--------------------------------|--------------------|
| Cholesterol reducers | \$1,454,000 (+25%) |
| Angiotensin II antagonists | \$928,000 (-9%) |
| Diabetes diagnosis and therapy | \$931,100 (+170%) |
| Antiasthmatics/Bronchodilators | \$915,700 (+5%) |
| Ulcer therapy | \$691,200 (-36%) |
| Analgesics-narcotics | \$659,600 (+198%) |
| Antidepressants | \$659,300 (+50%) |
| Contraceptives | \$525,300 (+52%) |
| ACE inhibitors | \$405,100 (-39%) |
| Antibiotics | \$383,700 (-57%) |

Top 10 Advertised Products January-February 2006

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|------------|-------------------|
| Crestor | \$519,400 (-10%) |
| Lyrica | \$396,600 (+999%) |
| Lipidil EZ | \$387,900 (+999%) |
| Effexor-XR | \$350,100 (+12%) |
| Altace | \$329,900 (-12%) |
| Celebrex | \$321,000 (+14%) |
| Lipitor | \$312,600 (-16%) |
| Avapro | \$310,300 (+15%) |
| Avandia | \$295,100 (+183%) |
| Levemir | \$292,100 (+999%) |

To find out more about these figures, contact your STA representative.

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